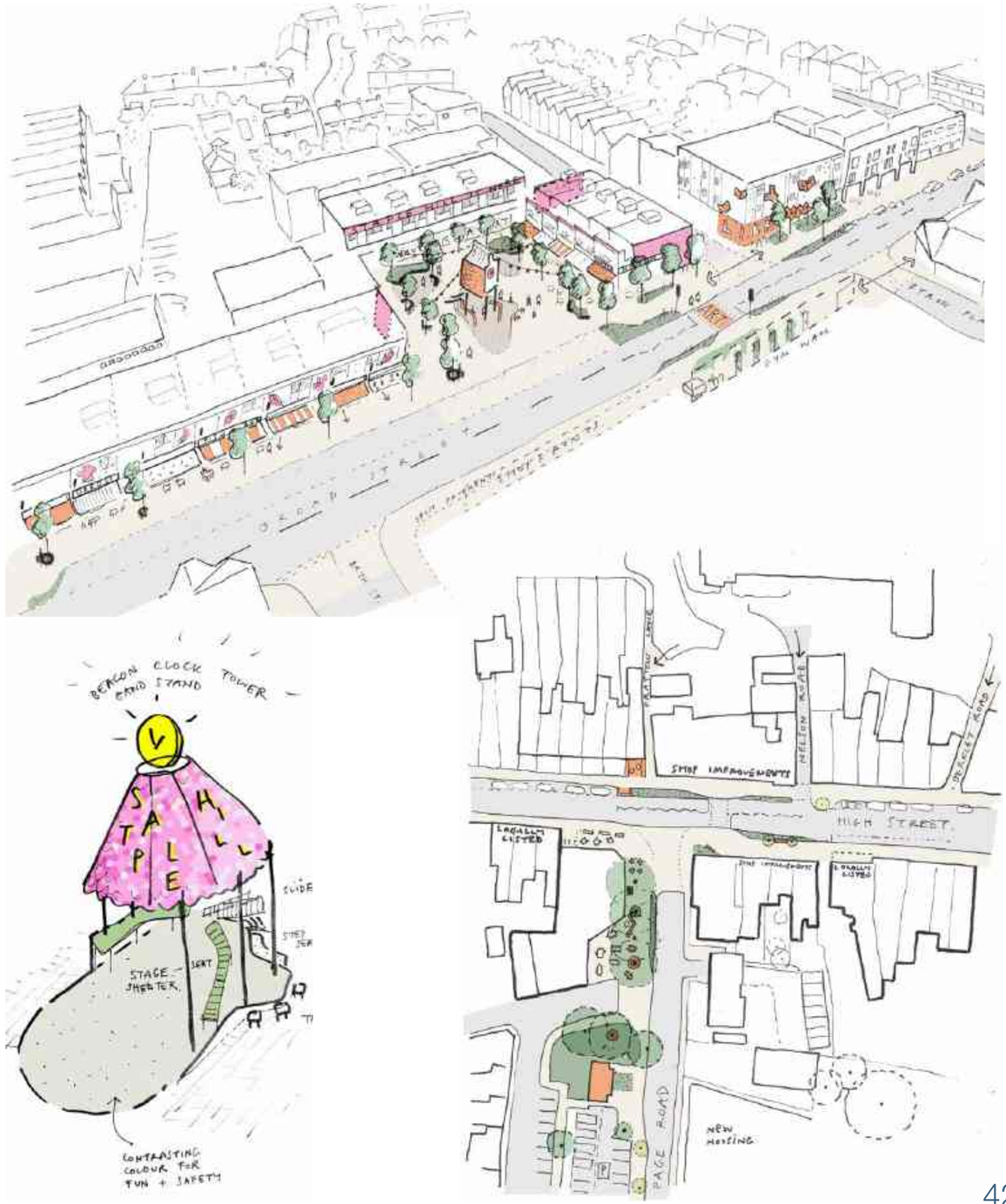
DESIGN PROPOSALS

8

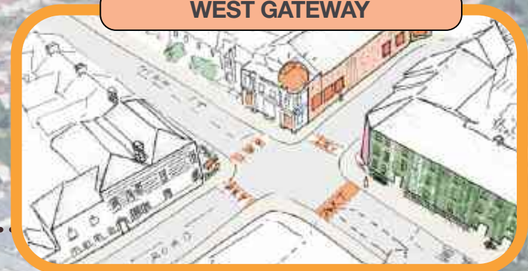
Using the Design Strategy and Vision from the previous chapter, a set of design proposals have been developed for the key areas where improvements would have the most impact.

Designs are proposed for key projects that fit under the themes in the vision, they take a varied approach to improving the high street and could be layered to make a huge difference to Staple Hill.

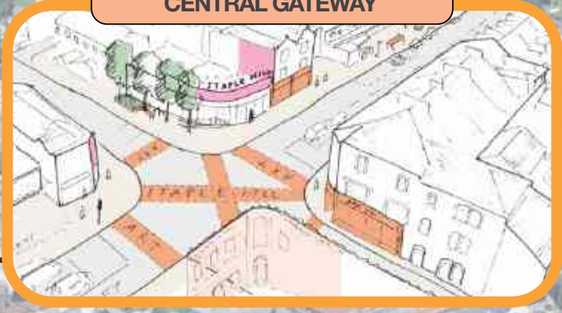
These designs explore ideas and concepts, however they will be subject to more detailed site analysis and design development. They are intended to generate interest in taking the projects to the next stage to get funding to deliver them.



WEST GATEWAY



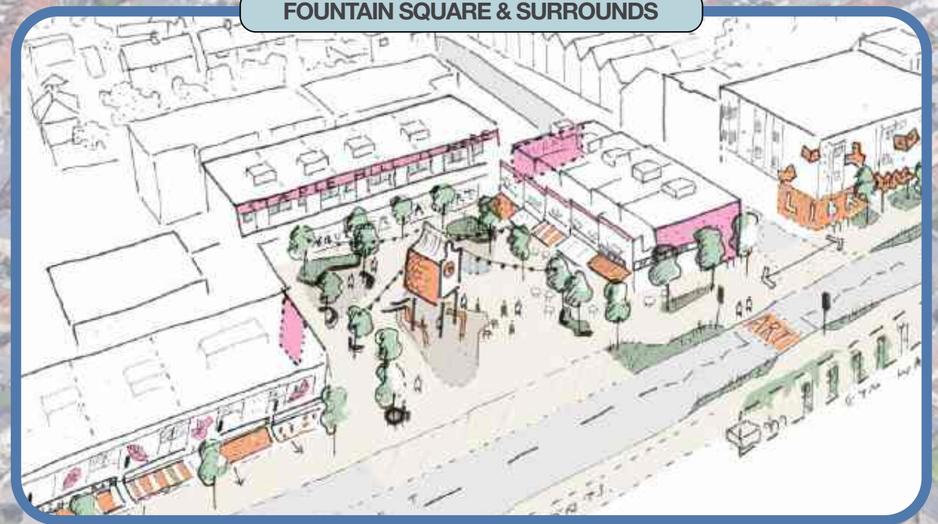
CENTRAL GATEWAY



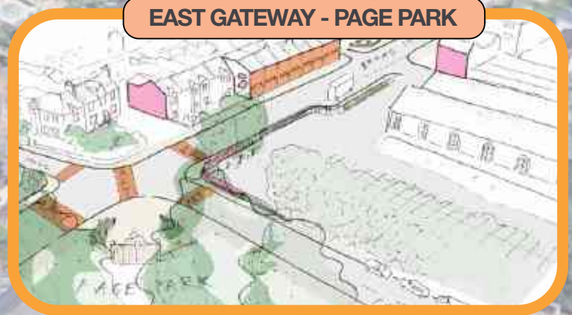
HIGH STREET WEST

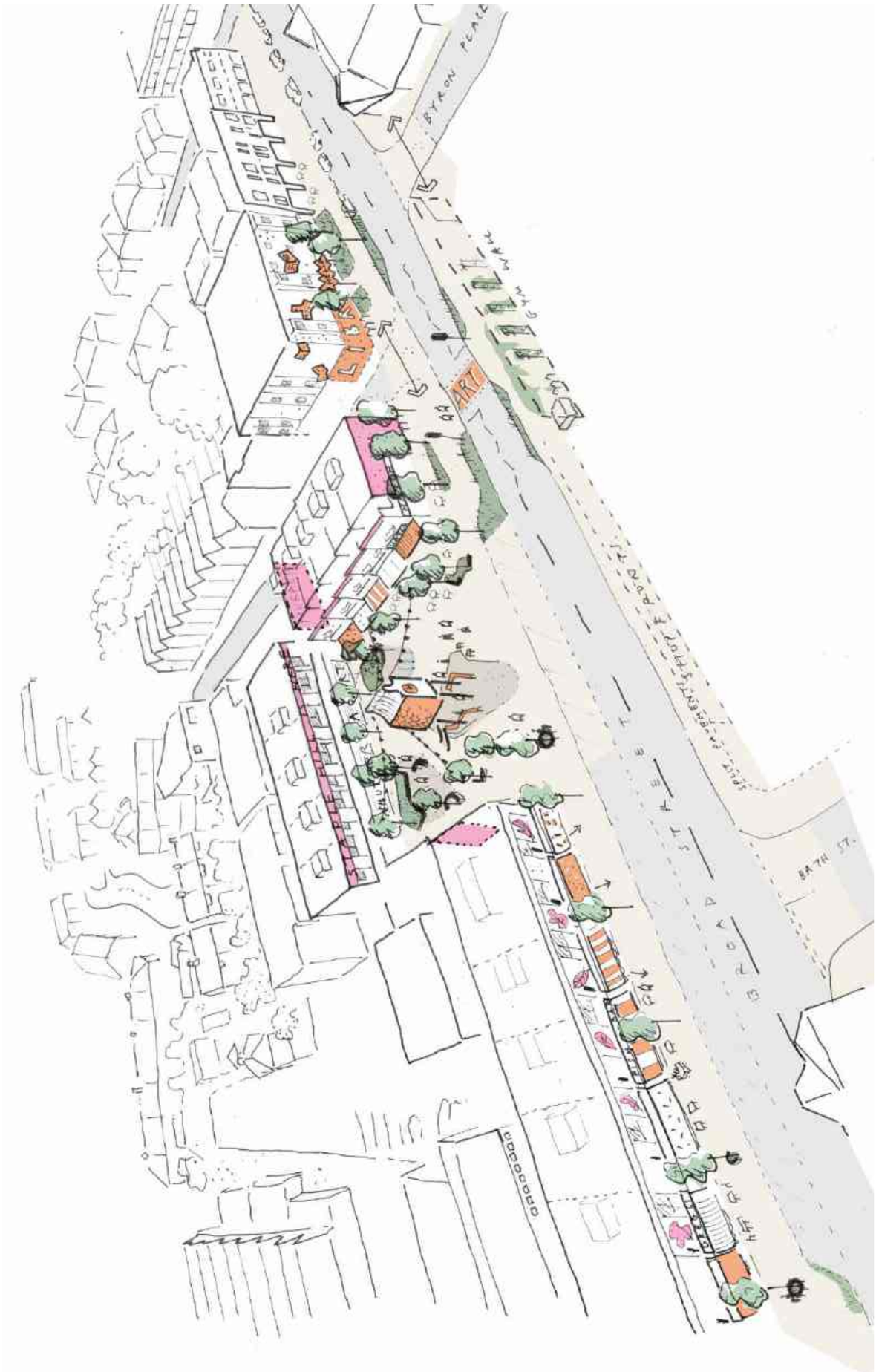


FOUNTAIN SQUARE & SURROUNDS



EAST GATEWAY - PAGE PARK





Designs are indicative and subject to further site investigations, full surveys and freeholder permissions

FOCUS AREA
FOUNTAIN SQUARE & SURROUNDS

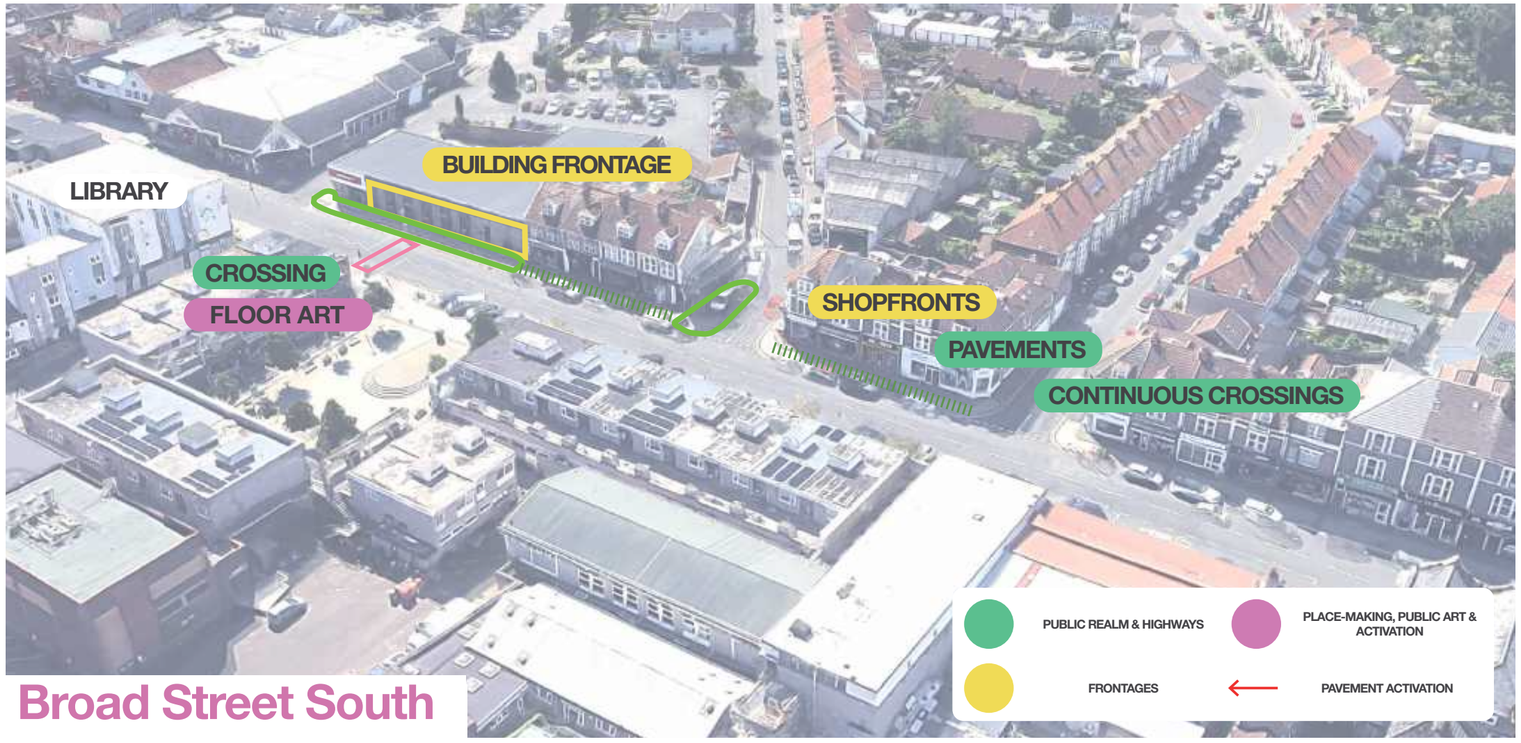
Key objectives, design opportunities & interventions

Broad Street

- Improve the surroundings of Fountain Square to create a more attractive and cohesive public space, framed by improved building frontages.
- Create active south-facing pavements that encourage pedestrian activity and outdoor use throughout the day, while supporting the growth of a future night-time economy.
- Highlight key community buildings such as the Salvation Army and the public library through improved public realm, frontages and creative wayfinding.
- Strengthen pedestrian connections to the library across Beaufort Road to better integrate it with Fountain Square and the surrounding public realm.
- Address accessibility issues such as existing split pavements - future funding has been secured for a detailed feasibility study to investigate further.



Broad Street North



Broad Street South



Parade + public realm improvements

Opportunity for cohesion and impact along the whole parade.

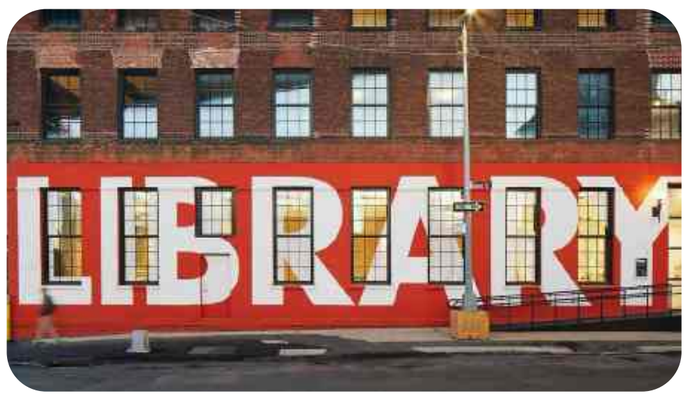
Shopfront and building frontage improvement with consistent fascias, canopies and projecting signs.

Assembly Row Stepney, London, Julian Harrap Architects



The library

Public realm, window artworks and high level art improvements.



Adams Street Library, Brooklyn, WORKac architects



Greening + street furniture

Blank façades as green wall or public art opportunities.

Opportunity to improve existing street furniture, considering careful placement not to impede access.

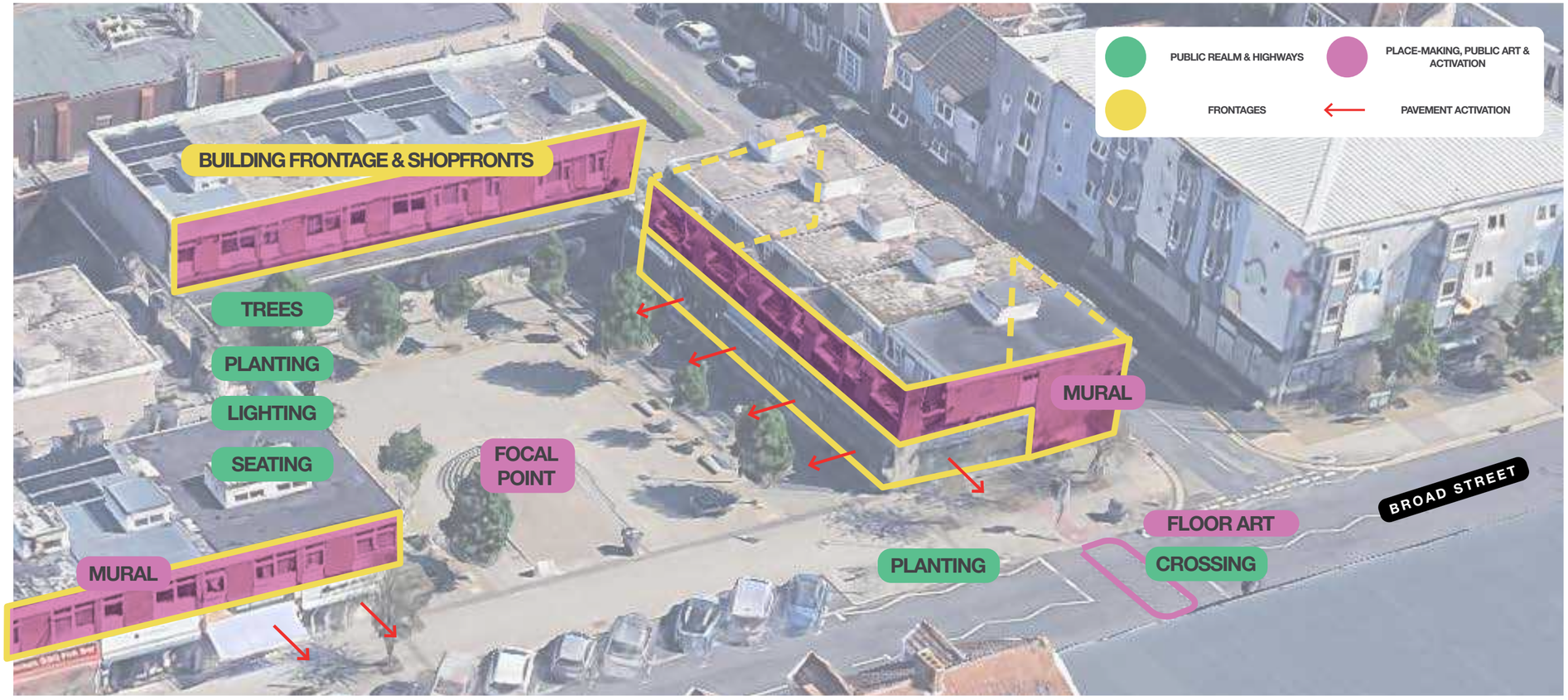


Creative ways to introduce greenery into the High Street: Forge & Fern's green wall, Staple Hill

Key objectives, design opportunities & interventions

Fountain Square

- A key challenge is designing a space that can accommodate occasional large events without feeling empty or inactive in everyday use.
- The design approach has been to retain and work with the existing levels and trees. The stepped podium remains in a same location but it is re-designed to improve accessibility and give more uses such as seating steps, tables, planting and a slide.




Day-to-day use


Existing fountain square use for events and markets


One-off larger events for Xmas-On-the-Hill


Stepped podium with shelter for live music



Soften the space + make less empty

Add planting beds, seating, tables, murals, water.



Add a focal point

Add colourful shelter to support every day use and one-off events: a meeting place with seats that also doubles up as a sheltered stage for events.

Place-making and co-design opportunity.



Make more of the steps

Accessibility audit flags need for contrasting step nosing, handrails & tactile paving to top & bottom. Re-design opportunity to make the steps into a playful feature.



A more permeable perimeter

Cluster benches and planters around trees to free up space. In-ground planters around trees avoid tree root paving damage and reduce watering requirements.



Shop & Building frontages

Shopfront improvements including signage, canopies & better spill out seating. High level improvements to include murals, planting & shutter artworks.

Encourage shops not to use existing shutters, replace with open-grille shutters or add shutter artworks to make the square feel more welcoming after hours and discourage graffiti tagging.



After hours experience and safety

The existing square feels very dark and un-inviting at night.

Better lighting levels to improve safety using warm, welcoming lighting such as festoon lights. Light up trees and planting, seating and focal point.

Key design moves

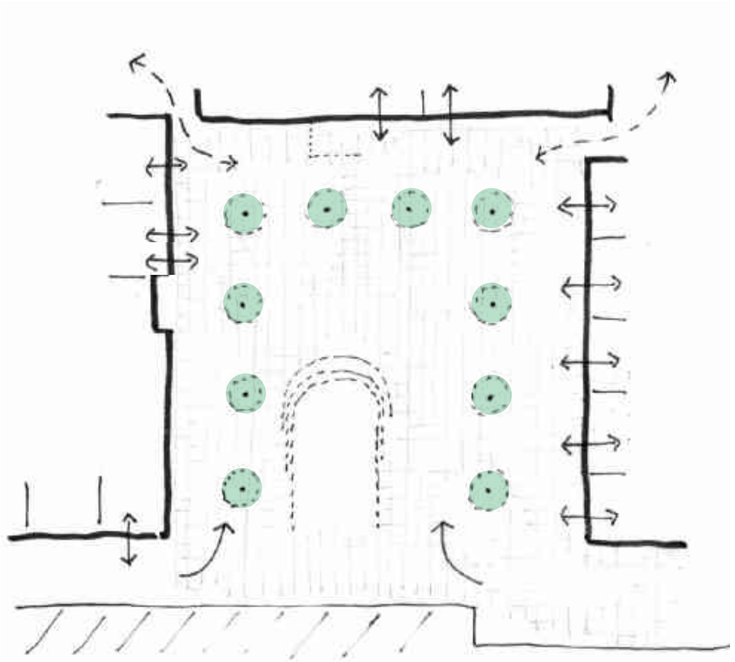
The adjacent diagrams illustrate the key design moves for the layout of Fountain Square.

The front of the square remains open with some benches and planters to tree bases. A focal point is added to the stepped podium, creating a covered outdoor seating area that also functions as a stage for events.

At the back of the square, two larger in-ground planters are introduced with seating clusters for larger groups orientated up towards a sheltered stage.

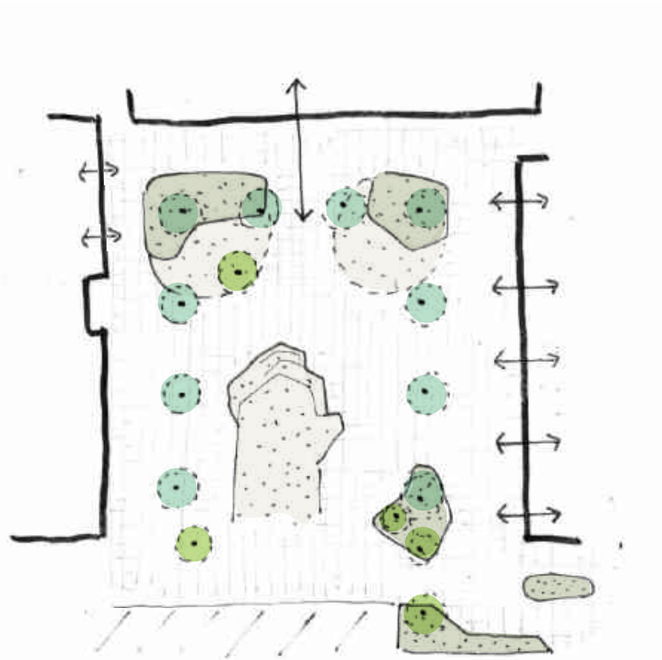
KEY

- Existing trees
- New trees
- Existing paving
- New paving
- In-ground planters
- Floor fountain with water jets flush with ground
- Street furniture (benches, seats, tables, bike racks, bins)
- Focal point: Sheltered seating and stage
- Market / event layout
- Music / performance location



Work with existing layout

Retain levels, trees and stepped podium location.
Work around existing access and shops.



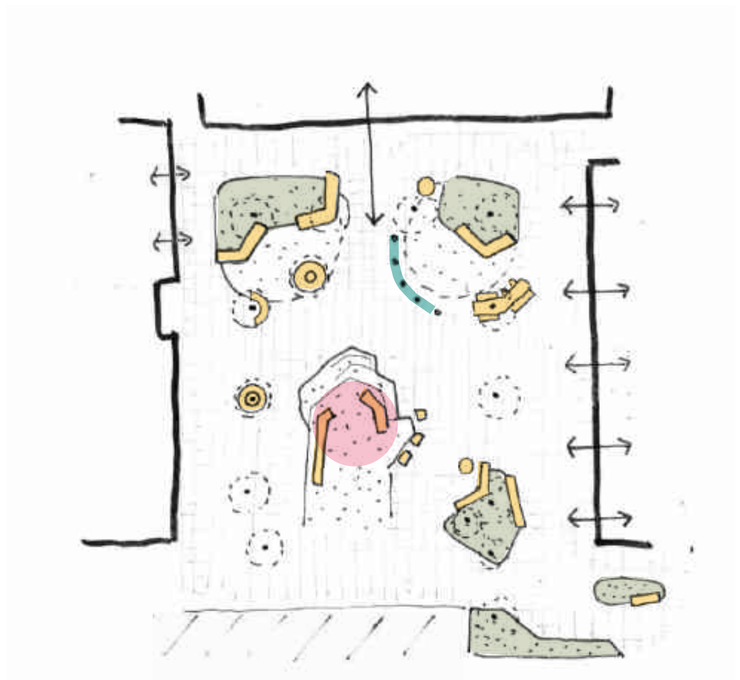
Break up formal grid

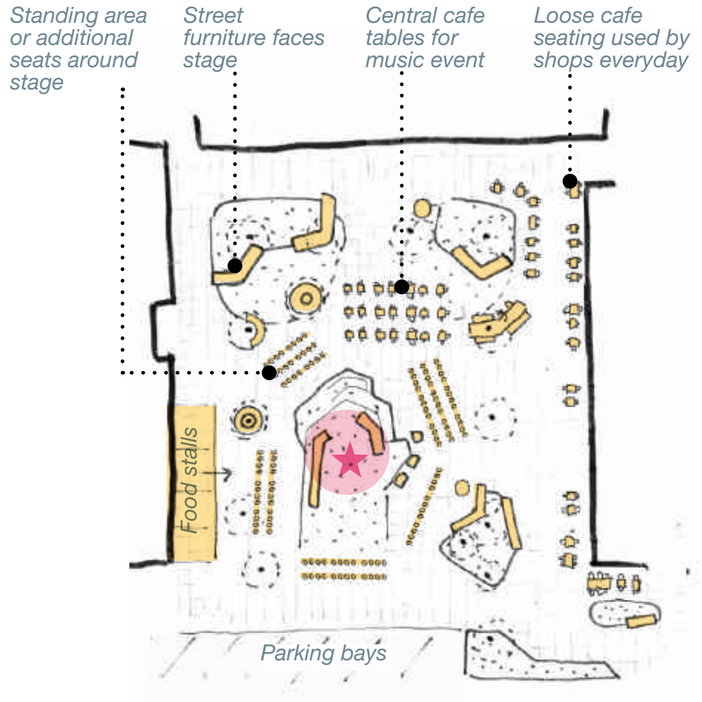
Insert ‘nature islands’ with in-ground planting beds around trees and new paved areas. Encourage nature through bird boxes, bug hotels and planting species that encourage biodiversity. New trees to have high canopies to give good visibility, opportunity for varying species to give seasonal interest (e.g. cherry trees).

Existing steps re-designed to address accessibility and safety issues and allow more uses. Place-making opportunity for steps to become Staple Hill’s “hill”, reference Page Park’s nature and its historic location on the edge of Kingswood forest.

Look and feel: Organic, natural shapes and materials to break up existing layout and square paving.

Designs are indicative and subject to further site investigations, full surveys and freeholder permissions







Animate

Add seating, tables and floor fountain. Street furniture locations support existing food & beverage shops providing picnic benches and shaded clustered seating areas.

Add a focal point to steps -
a shelter with table, seats, stage and slide

Look and feel: colourful and playful pops of colour

Activate: Events

Design layout supports a range of activities and uses: The raised podium can be used as central stage or used for amphitheatre type seating facing into the sloped paved area.

Events and activities could include:

Music, performances, open mic and food festival events

Meeting a friend, eating your lunch or grabbing a coffee at one of the surrounding cafes

After school kids meet up using the picnic benches and slide, with stage as a central covered space

Floor fountain water play

Activate: Markets

The layout allows empty space for market stalls
(20 no. 3mx3m gazebos + market kiosks/tables)

Market layout works alongside new seating and existing shops to enable benches and stage can be used concurrently while the market is on.

Temporary parking suspension can allow for larger linear markets for larger one-off events.

Designs are indicative and subject to further site investigations, full surveys and freeholder permissions

BROAD STREET

1 **11-39 Broad St and Fountain Square high level building Improvement:** Mural opportunity between windows to wrap around buildings above Fountain Square, adding to existing Hedgehog nature themed artwork. Narrow banding at high level gives signage/poetry opportunity. Opportunity for high level window boxes, hanging baskets & projecting shop signs.

2 **11-39 Broad St and Fountain Square shop improvements:** Potential for consistent signboard sizes, projecting signs and canopies to south facing windows, to provide some consistency to the shopping parade. Canopies give high impact at low cost and encourage external spill out seating and activity. More trees and planting further improves the setting, encouraging increased dwell times.

3 **24-40 Broad St shopfront improvements:** to Victorian parade opposite Fountain Square with opportunities to remove any oversized sign boards, de-clutter windows and improve shop forecourts (subject to future removal of split pavements).

4 **A focal point is added to the stepped podium**, creating a covered outdoor seating area that also functions as a stage for events. Playful colourful design to take cues from Staple Hill's character and past and present dynamic.

5 **A new fountain for Fountain Square:** Low maintenance in-ground water jets create seasonal summer activation and play, whilst not taking up any floor space when not in use.

FOUNTAIN SQUARE

6 **Flank wall mural:** Potential new mural celebrating nature and Page Park's clocktower, currently being explored by the owner of Hatch Café.

7 **Creative wayfinding graphics:** Improve rear access from surrounding housing and parking with signage and better bin storage.

LIBRARY

8 **Library Improvements:** Make the library stand out with new signage, welcoming canopy, playful street furniture and in-ground planting beds. Existing high level artwork improved.

BROAD STREET

9 **42-56 Broad Street frontage improvement:** Mural and/or green wall opportunity to Snap Fitness brick frontage. Existing hanging baskets utilised.

10 **42-56 Broad Street public realm:** In-ground planters layer in front of green wall/mural. Bike hanger new location, existing bike racks retained and increased.

11 **Adaptive pavements:** Paving to continue into existing parking bays (retained) to provide opportunity for temporary parking suspensions for large one-off events such as Xmas-on-the-hill.

12 **Continuous Crossings:** Pavements across Beaufort Road, Bath Street, and Byron Place ensure uninterrupted pedestrian movement and priority.

13 **Crossing improvements:** Crossing width reduced, colourful crossing floor artwork opportunity. Future potential to convert controlled crossing to zebra crossing.

Designs are indicative and subject to further site investigations, full surveys and freeholder permissions

PUBLIC REALM & HIGHWAYS

PLACE-MAKING, PUBLIC ART & ACTIVATION

FRONTAGES



14 **Trees, planting and street furniture:** The front of square remains open with some benches and planters to tree bases. At back of the square, 2 larger in-ground planters are introduced with seating clusters for larger groups orientated up towards the stage.

15 **Events and markets** Street furniture, planters and new trees located to allow for events and market stalls. Xmas tree location is brought to the front of the square (dotted) improving visibility from Broad Street. Level access at this point removes existing requirement for barriers to base of tree.

16 **Existing bin, bike racks and bike hangar and relocated** to ensure they do not impede access and sight lines, and that locations work for events and markets, whilst still being visible.

17 **New trees to pavements:** Planters and/or seating to tree trunk bases minimise street clutter giving good clear access and help mange tree root lifting. Locations in line with existing trees (subject to shop permissions and full radar utility checks). More street furniture is introduced when pavements widen, with a new seating cluster outside Salvation Army to support existing events.

18 **Resolve the double kerb split pavement,** highlight the kerb edge until issue can be further resolved. A feasibility study will be undertaken to assess options for resolving these issues.

19 **In-ground planters & SuDs:** Carriageway widths are reduced to incorporate low-level, drought-resistant planting that softens street edges and creates a protective buffer from traffic.

20 **Library planting:** New in-ground planting beds around existing trees. Pavement build out with low-level, drought-resistant planting that softens street edges and creates a protective buffer from traffic, whilst also preventing illegal parking observed in this location.

21 **Library accessibility improvements:** Removal of unused lighting column and replacement of low bollard which obstruct the pavement for those with sight loss. Increase contrast of the cycle parking zone to prevent collision.

*For Items 1-13, see previous page notes.

Designs are indicative and subject to further site investigations, full surveys and freeholder permissions

PUBLIC REALM & HIGHWAYS

PLACE-MAKING, PUBLIC ART & ACTIVATION

FRONTAGES

Look & Feel



In ground organic shaped planters and steps on sloped site, Montseny Square, Spain, LEA atelier



New textured surfaces set into existing paving, Norrtälje Hamn, Sweeden, Sydväst arkitektur

Street furniture, murals and signage adds pops of colour



Ramsey Court, London, LHB landscape architects



Belonging Bandstand, Morag Myerscough



Vanke Foshan, L&P architects



Inserted islands of planting around tree bases can break up the existing paving in Fountain Sq, The RHS Feel Good Garden, Matt Keightley & Rosebank



Douglas MacArthur Elementary School



Chiayi Art Museum, Taiwan, Studiobase Architects

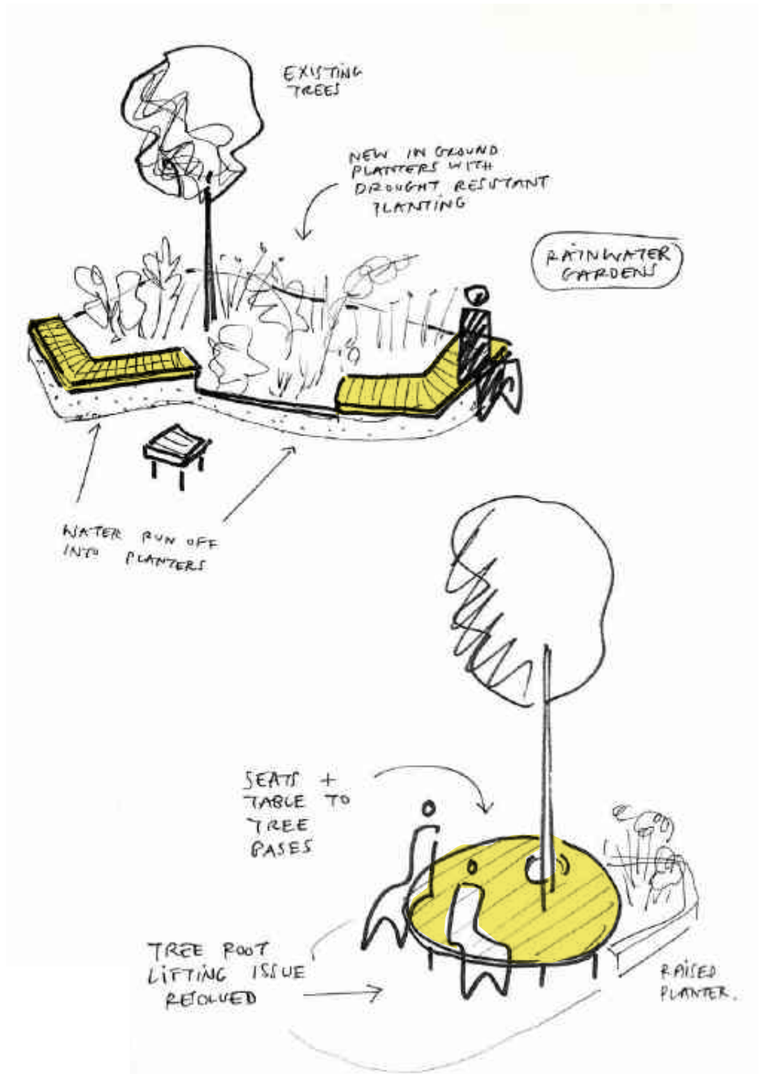


Neutral ground: Earthy / natural

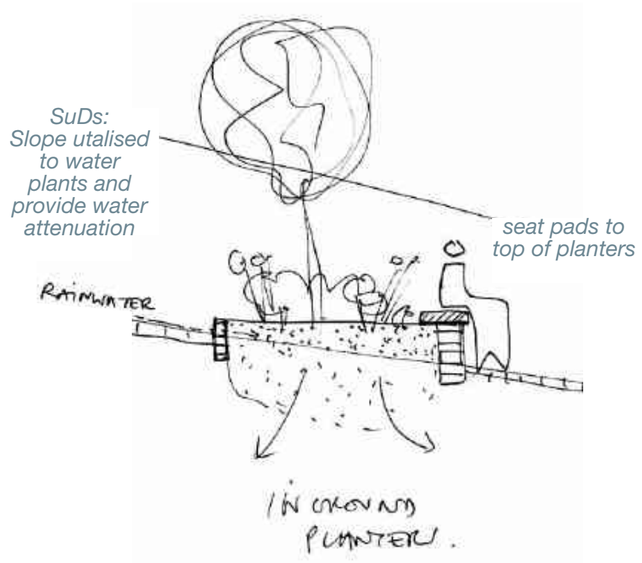
Existing paving with new inserted materials - islands of planting and new surfaces

Design components:

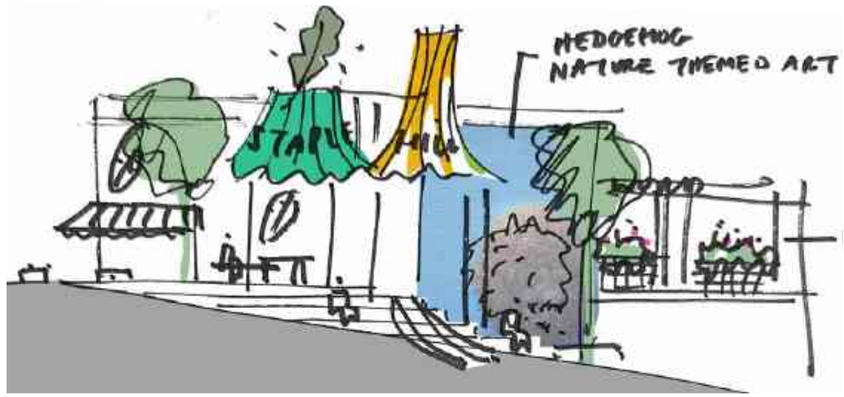
TREES | PLANTING | STREET FURNITURE | STEPS | FLOOR FOUNTAIN



Bespoke planters + colourful furniture



New drought resistant in-ground planters and benches to tree bases



Sketch section showing colourful shelter with steps used for seating and slide

Play with steps and level change to add different uses



Existing steps approx 750mm level change

2 large seating steps

Slide element

Table surface



Colourful playful street furniture from Vestre



Example of seat steps, University of Tasmania, Meso Space

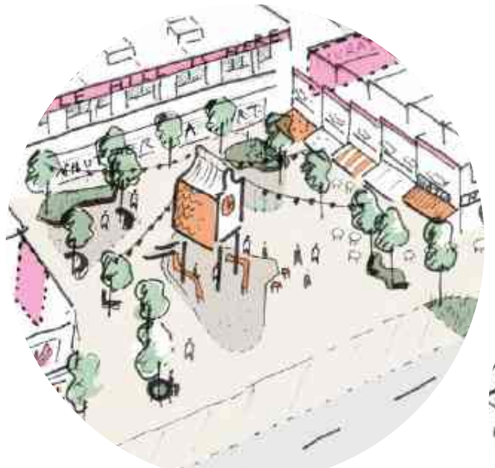


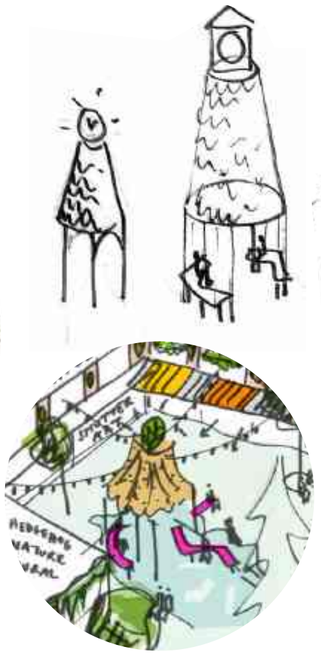
Range of seating to steps, YOU&ME Architecture



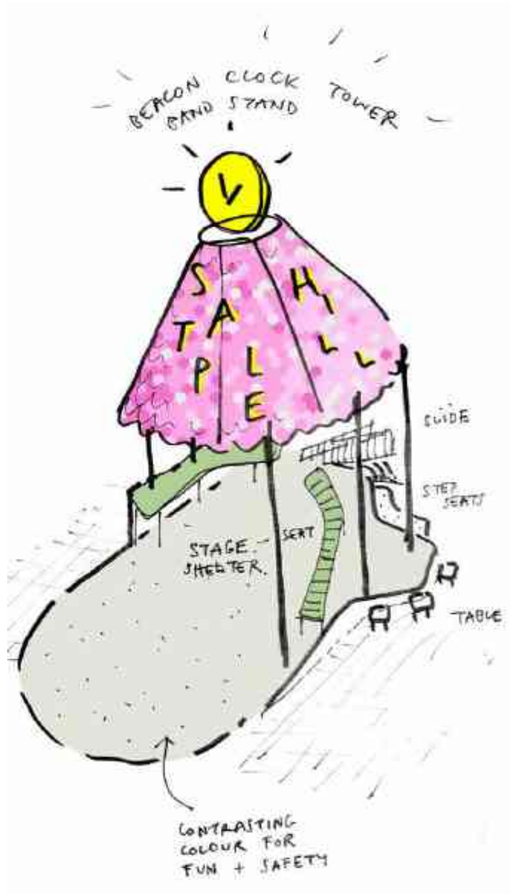
Slide, Elephant Springs, London, Gillespies

Design components: FOCAL POINT





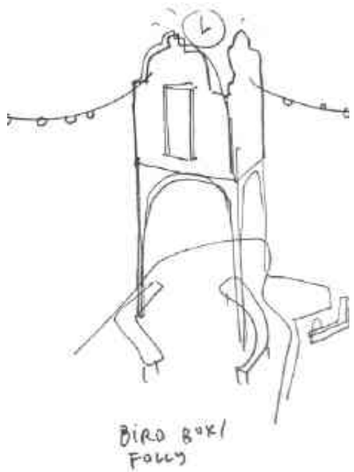




Sketch ideas for forms for the focal point

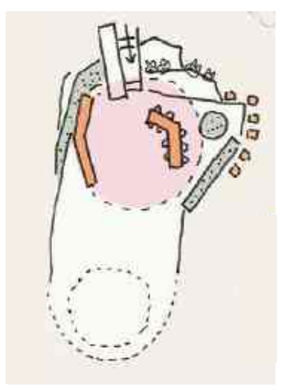
Focal point: a modern multi-use band stand with stage / seat / slide / planter / table

Co-design engagement opportunity





Inspiration taken from Staple HIII's buildings, clocktowers and Page Park's bird boxes and band stands



Sketch plan showing seating



Paleys upon Pilers, Studio Weave



Fisher Cheng Architects Pavilion, London



Sampling Architects Pavilion, Latvia



7m long table with swivel seats, YOU&ME Architecture



CADFEM Offices, Germany, nbundm architekten

Inspired by Staple Hill







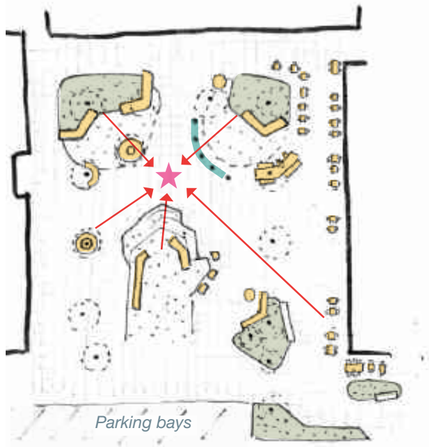


Design components: MARKETS & EVENTS

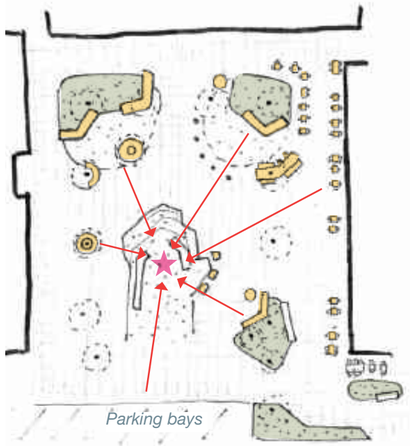
KEY

Focal point / event | Sight lines | Market stalls / furniture | Xmas tree

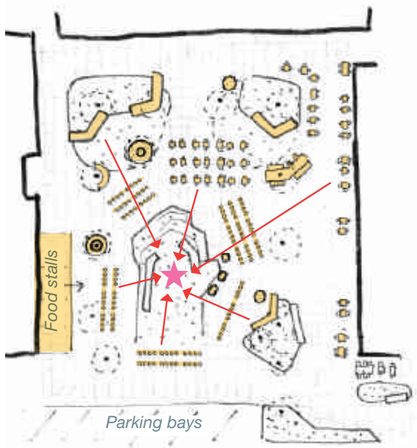
Indicative layouts for various events



Busking / performance / water play to square with stepped podium used for seating

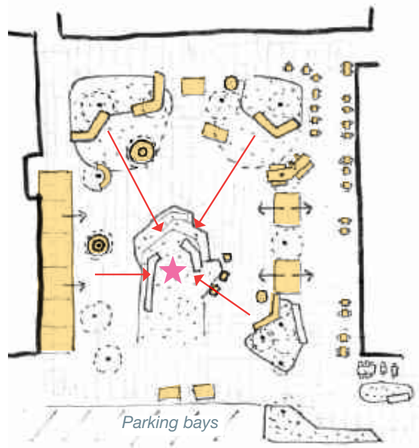


Busking / music event / performance to podium

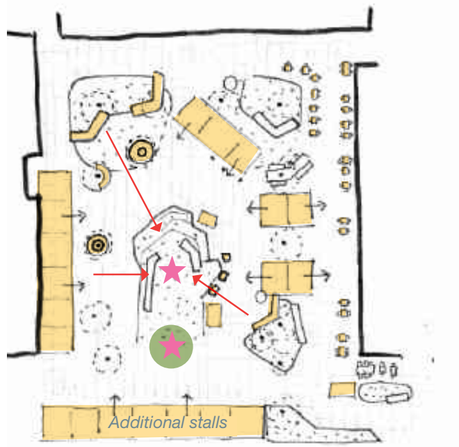


Event to podium with additional temporary seating to square

(e.g. food / music festival, outdoor theatre)



Small market with music / event to podium



One-off larger market and event E.g. Christmas-on-the-hill with event to podium with Xmas tree location at front



Existing market use: planter prevents stalls to continue to corner



Existing market use: bike racks to be re-located to allow market to continue in straight line along blank wall



Existing market stalls pushed up against benches which prevent stalls being between trees with a 2 sided outlook



Example of smaller trailers and stalls that can be used alongside larger gazebo stalls



Floor fountain flush with ground, Sunac Atour Flower Street, China, ASPECT Studios

Design components: MARKETS & EVENTS

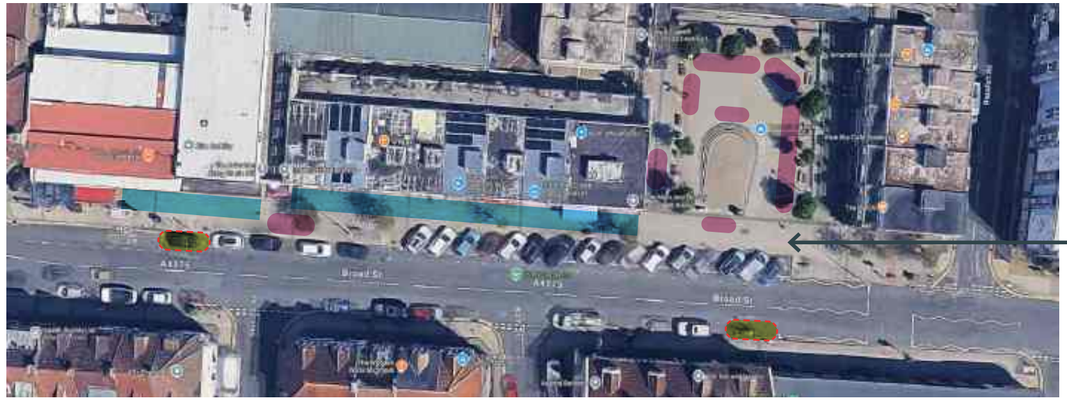


Adaptive pavements

Pavements designed to expand and contract as required.

The green area on the above photo shows the zone for a potential 1 day parking suspension to allow for temporary wider pavements for busy events such as Xmas-on-the-Hill. This would give space for a larger linear street market and alleviate the existing pinch point between Fountain Square and parked cars. The floor surface of the parking bays could be paved to match Fountain Square (see Midsomer Norton Town Square case study project).

Existing market layout working around planters, benches, trees and bike racks



Regular market - Proposed layout. Additional market stalls can be accommodated within parking bays



One-off yearly event and market showing larger linear market zone



Pavement activation case study:
Midsomer Norton, B&NES Council

As part of a high street regeneration programme in Midsomer Norton, a new market square was created outside the historic Town Hall. The project was delivered with grant funding by Bath & North East Somerset Council in partnership with Midsomer Norton Town Council. The new market square serves as an external event space to complement and support the internal redevelopment of the Town Hall for use by the community.

The square was designed for flexibility with the following design elements:

- Flexible parking spaces that can be removed with a simple manual bollard to create a much larger space on event days, whilst allowing use of the spaces for access to the Town Hall and local businesses day-to-day
- Traffic regulations put in place which allow flexibility of use, such as temporary removal of parking bays and flexible use of loading bays.
- A layout that can accommodate markets, with configurations tested early in the design process to future proof the space.
- Electricity points at key locations to facilitate events.

DAY-TO-DAY USE: Parking bays in use



OCCASIONAL MARKET DAY:
Bollards move to give temporary parking suspension





Parklet case study:
Parklets in Bath & Keynsham, B&NES Council

A number of high street regeneration programmes in Bath & North East Somerset have used parklets to pilot ideas with temporary pop-ups on the street to improve accessibility, increase greening and support local businesses.

The parklets are all individual to the specific street context and were co-designed with highways engineers, Councillors and local businesses, with the following design considerations:

- Amount and height of greening
- Views of the high street or individual buildings/shops
- Variety of seating types to ensure accessibility
- Bespoke wayfinding or local interpretation
- Visibility for drivers around corners or junctions
- Barrier or screening of traffic

TEMPLE STREET, KEYNSHAM



Local history and interpretation was included on the parklet to celebrate the heritage of the place. High tables were designed at one end to encourage people to sit and enjoy the view of the historic high street.



This parklet was designed to be low on each corner and ends to allow drivers to easily see vehicles manoeuvring in adjacent parking bays. One large planter was included to accommodate a tree to green the street.

MILSOM STREET, BATH



Each side of the parklet screens and shields movement of buses on this route.

Planters within the parklet are layered to create cosy seating spaces within the greening, which created an improved setting for the large trees within the Square.



KINGSMEAD SQUARE, BATH



The edges of the parklet were designed to be low to allow views into the historic Square in Bath. Bespoke welcome gates and cycle stand planters were designed to coordinate the new furniture on the Square.

Activation case study: Yeovil Refresh, YOU&ME Architecture + LHC Design

- The Yeovil Refresh scheme included a large stepped public square with in-ground SuDs planting, public art and floor fountain.
- The designs were developed though a series of co-created poetry and shape collecting workshops with local groups. The artwork totems, floor artworks and poetry supergraphics add a new colourful and welcoming layer and contribute towards creating a sense of place and a visual identity for Yeovil.







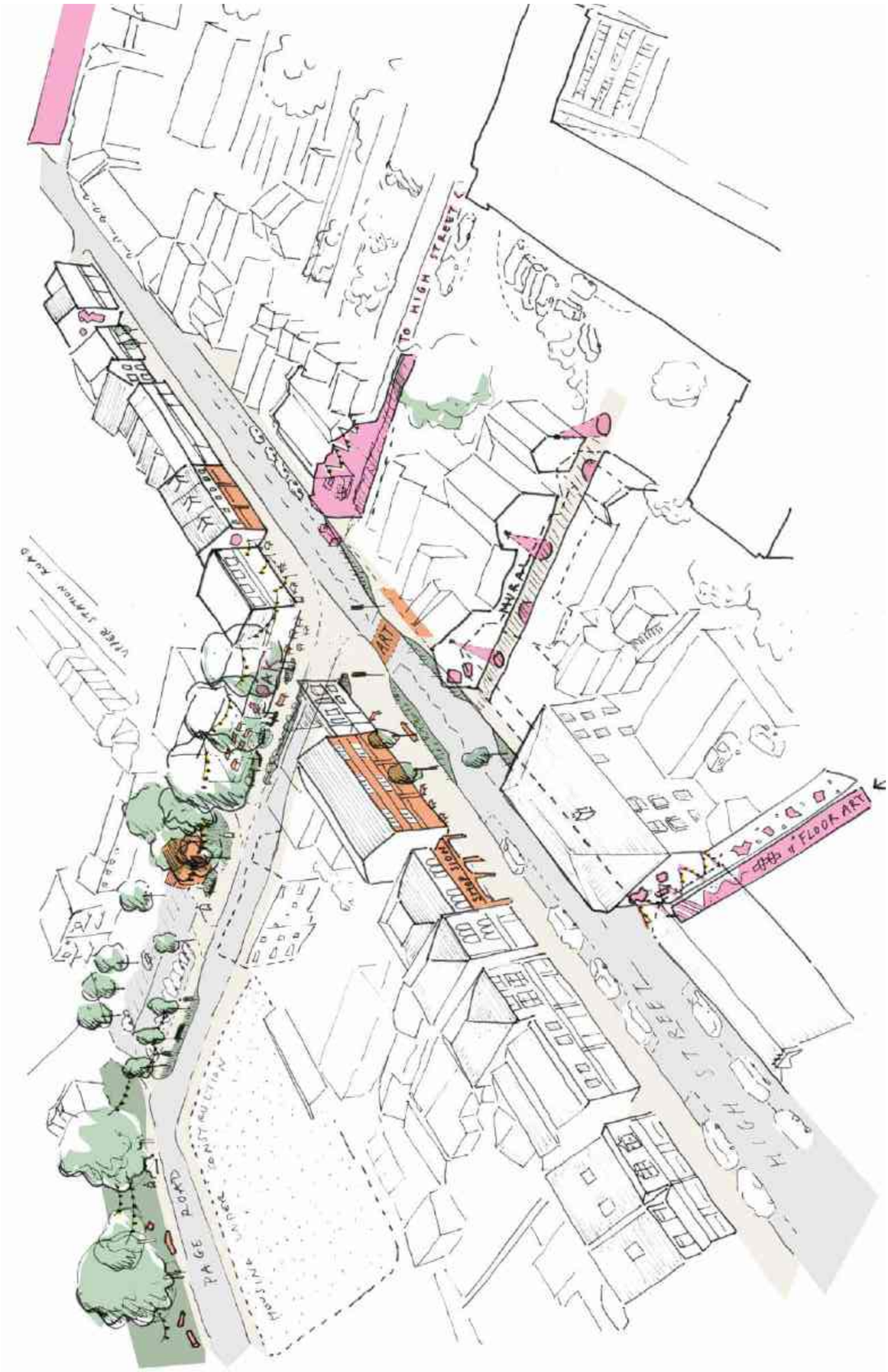
Focal point case study: Living room, YOU&ME Architecture

- A public realm pavilion providing a sheltered meeting and amphitheatre space in IQL Stratford, London.
- Clad in glossy metal shingles that reflect the hues of the surrounding planting, the structure adds a pop of colour to the public realm.
- Internally, glulam beams and timber seat pads bring warmth, while a 7m ‘collaborative’ table — complete with swing-out stools, charging points, Wi-Fi and lighting — enabling both daytime and evening use.









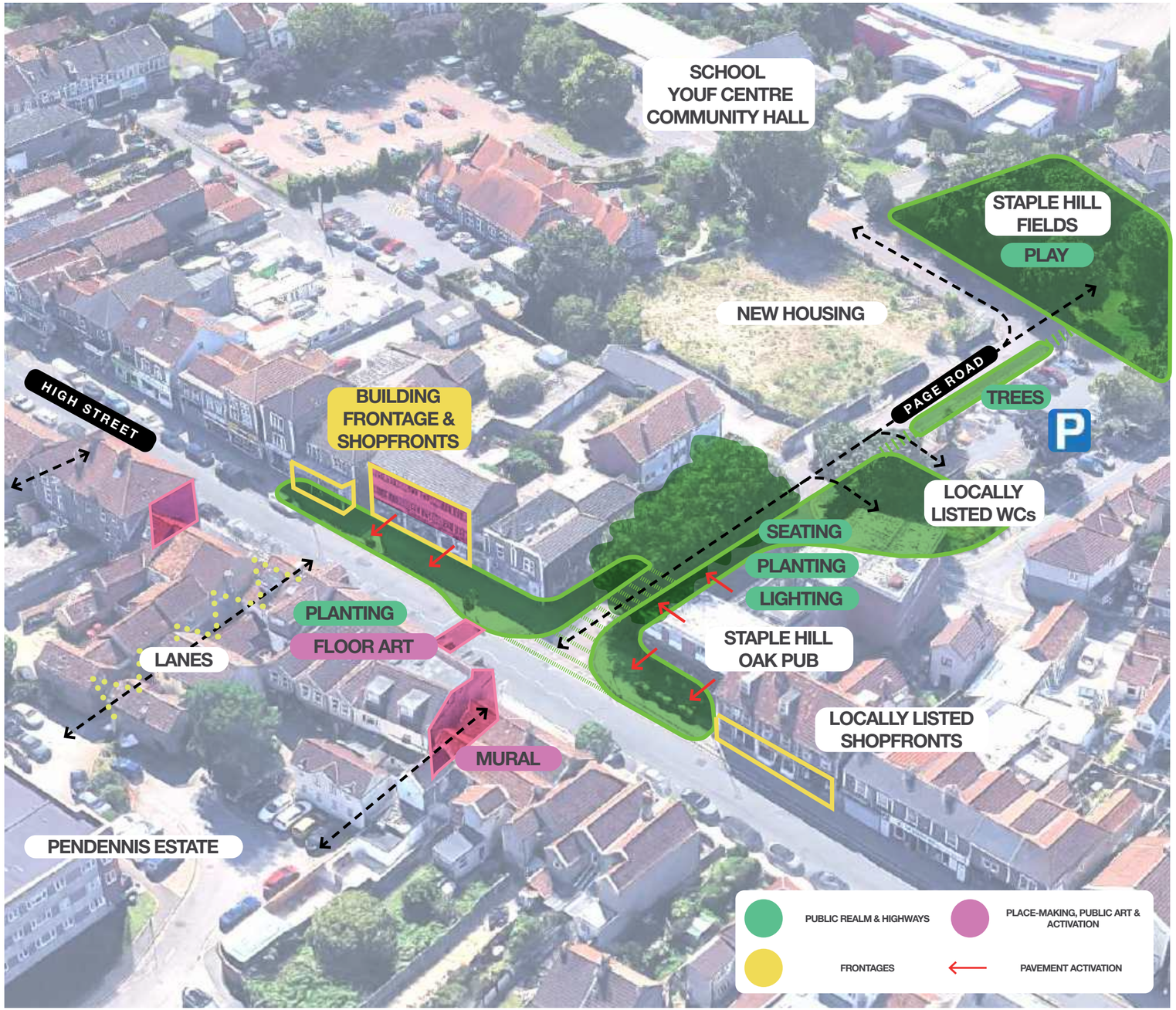
Designs are indicative and subject to further site investigations, full surveys and freeholder permissions

FOCUS AREA
HIGH STREET WEST

Key objectives, design opportunities & interventions

High Street West

- The western end of the High Street is characterised by small Victorian shopfront units, narrow pavements with very little public realm and dwelling spaces.
- The approach has been to focus improvements to the top end of Page Road in order to cluster and maximise impact.
- There is an opportunity here to consolidate and connect the existing pockets of public realm to create an improved streetscape and stronger pedestrian routes to and from the High Street. Key routes include the lanes leading to Pendennis Estate and Page Road, which provide connections to the locally listed public WCs, car park, Staple Hill Fields green space, Staple Hill Primary School, and other community facilities.
- There is also an opportunity to introduce playful interventions and play trails along Page Road and within Staple Hill Fields, helping to better connect this green space with the High Street.









Lanes connecting to Pendennis Estate





Lanes after dark



Crossing to Page Road











Wider pavements & crossing: shopfront & shutters

Staple Hill Oak pub + adjacent locally listed shop parade





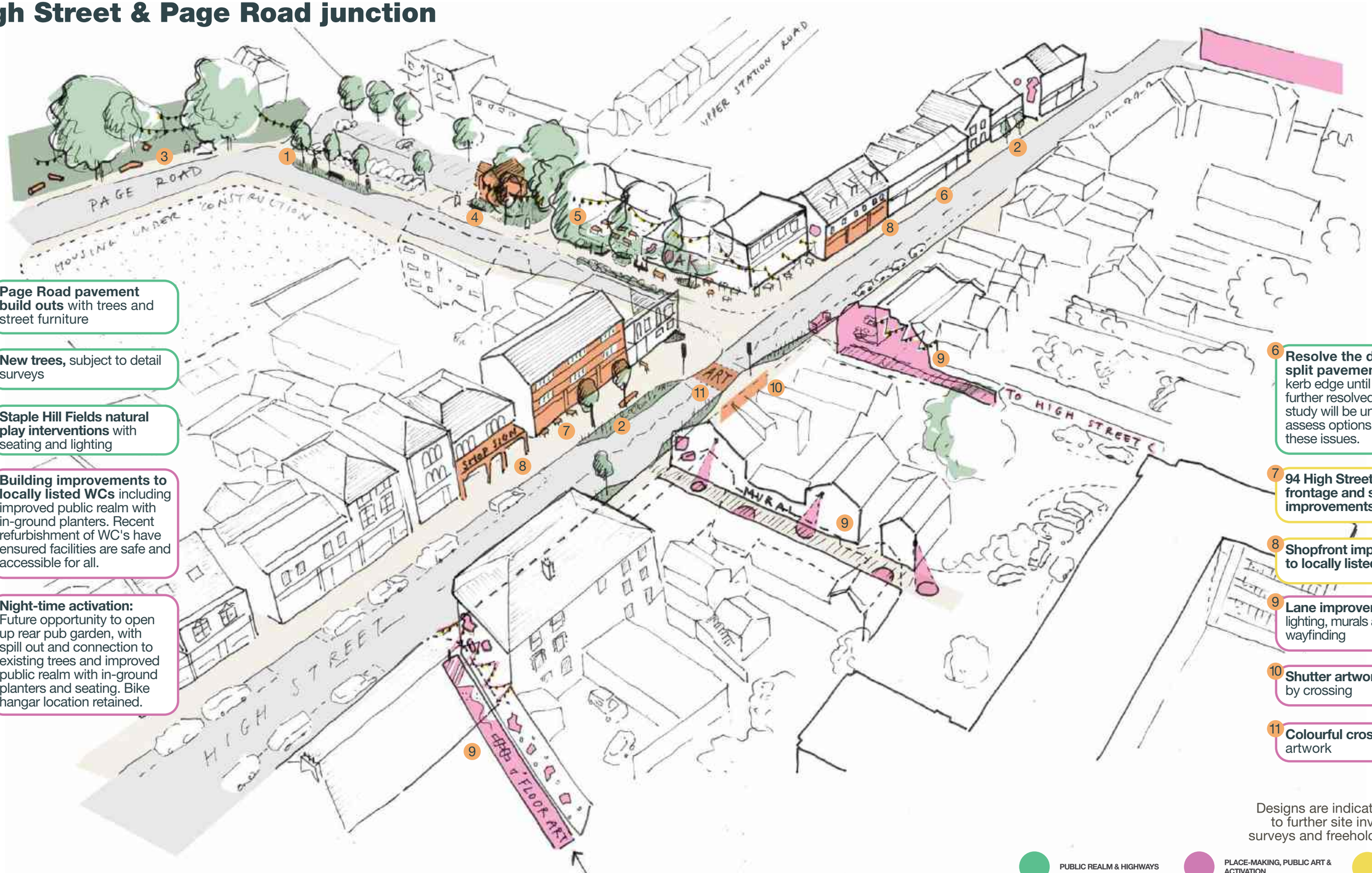




Page Road: Route to school, locally listed WCs, carpark and Staple Hill Fields

After dark experience

High Street & Page Road junction



1 **Page Road pavement build outs** with trees and street furniture

2 **New trees,** subject to detail surveys

3 **Staple Hill Fields natural play interventions** with seating and lighting

4 **Building improvements to locally listed WCs** including improved public realm with in-ground planters. Recent refurbishment of WC's have ensured facilities are safe and accessible for all.

5 **Night-time activation:** Future opportunity to open up rear pub garden, with spill out and connection to existing trees and improved public realm with in-ground planters and seating. Bike hangar location retained.

6 **Resolve the double kerb split pavement,** highlight the kerb edge until issue can be further resolved. A feasibility study will be undertaken to assess options for resolving these issues.

7 **94 High Street building frontage and shopfront improvements**

8 **Shopfront improvements to locally listed shops**

9 **Lane improvements** with lighting, murals and creative wayfinding

10 **Shutter artworks** to shops by crossing

11 **Colourful crossing** floor artwork

Designs are indicative and subject to further site investigations, full surveys and freeholder permissions

PUBLIC REALM & HIGHWAYS

PLACE-MAKING, PUBLIC ART & ACTIVATION

FRONTAGES

12 **Split pavements:**
A feasibility study will be undertaken to assess options for resolving these issues.

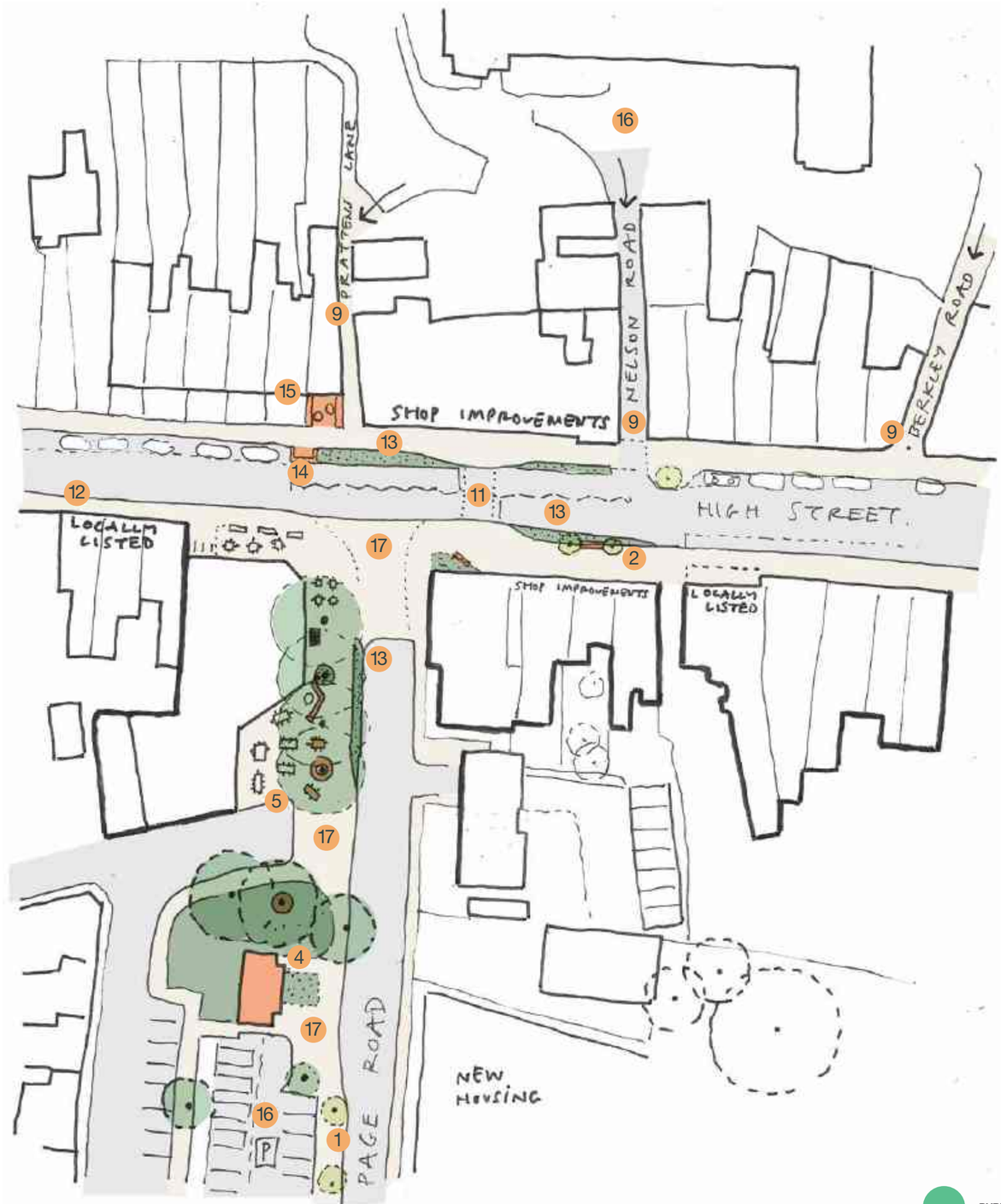
13 **In-ground planters & SuDs:**
Carriageway widths are reduced to incorporate low-level, drought-resistant planting that softens street edges and creates a protective buffer from traffic.

14 **South facing parklet set amongst new planting bed,** with bespoke design giving protective back to street.

15 **Shop forecourt improvement opportunity**

16 **Lighting improvements to car parks**

17 **Continuous Crossings:**
Pavements across Page Road, Upper Station Road and at car park entrance give uninterrupted pedestrian movement and priority.



KEY

- Existing trees
- New trees
- In-ground planters
- Street furniture (benches, seats, tables, bike racks, bins)
- All existing parking retained

*For Items 1-11, see previous page notes.

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PUBLIC REALM & HIGHWAYS

PLACE-MAKING, PUBLIC ART & ACTIVATION

FRONTAGES

High Street

Looking towards Staple HIll Oak Pub



The Old Chemists, Staple Hill

Aberfeldy Street, Jan Kattein Architects

Plant beds, Urban Movement

Creative wayfinding on shutters, YOU&ME



Designs are indicative and subject to further site investigations, full surveys and freeholder permissions.

Looking towards Prattens lane and crossing

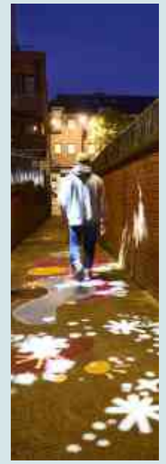
The Lanes



Prattens Lane
(foot access only):

- Lighting improvements (to lane and car park beyond)
- Mural potential (subject to freeholder permissions)
- Signage potential







Nelson Road
(road and foot access)

- Lighting improvements
- Light projection artwork
- Plaque signage/ art potential to pebbledash wall to replace existing sign



Berkeley Road
(foot access only)

- Lighting improvements
- Floor art/play street
- Bollard treatment (painting of bollards, replacement with bollard sculpture)



Dufferin Street, Islington, Ben Eine



Pavement painting, Alphons ter Avest

GATEWAYS
WEST, CENTRAL & EAST



WEST GATEWAY



CENTRAL GATEWAY



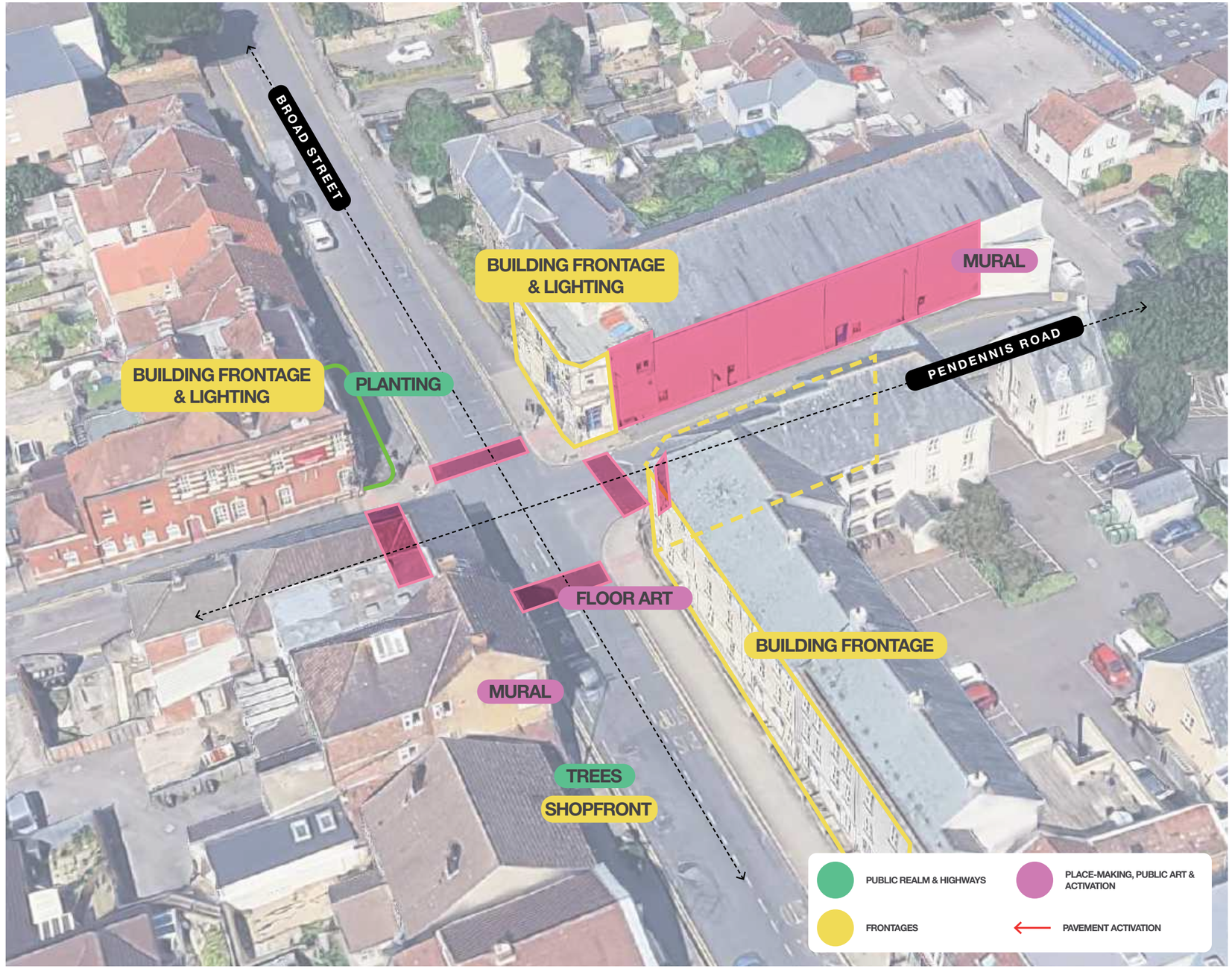
EAST GATEWAY - PAGE PARK

Designs are indicative and subject to further site investigations, full surveys and freeholder permissions

Key objectives, design opportunities & interventions

High Street / Pendennis Rd

- The High Street and Pendennis Road junction is an entry point to Staple Hill's High Street.
- There is an opportunity for bold interventions, including building frontage improvements and colourful crossing artworks, to create a stronger sense of arrival for both pedestrians and vehicles
- There are opportunities to celebrate two prominent historic corner buildings at this junction — the Old Regal Cinema and the Old Mail House pub — through restoration works including feature building lighting and the introduction of murals to blank un-animated frontages.



High Street / Pendennis Road junction





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MURAL

BUILDING FRONTAGE



The Birds, Leytonstone, Anna Mill

PLANTING



Circle offices, Spain, Jordi Herrero Arquitecto

Animate blank frontages

- Add colour to large expanse of grey frontage.
- Draw out existing artwork which goes unnoticed.

MURAL



Mural, Shoreditch, Camille Walala

BENCH FENCE SIGN PLANTER



Columbia Park, Shanghai, West 8

COLOURFUL CROSSINGS



Colourful crossings, London, Yinka Ilori

Improve prominent heritage pub

- Improve the setting and activation with seating and planting to front garden
- Feature building lighting
- Building restoration

HERITAGE BUILDING FRONTAGE



The former Regal Cinema, Staple Hill, 1927

Add building lighting and signage

Reinstate original 1F stained glass windows

Activate GF blocked up windows:

- Open up to allows view in OR
- Engage local artists in residency scheme for changing artworks OR
- Display historic photos of Old Regal cinema

1 **Heritage building improvements to Old Regal cinema with mural opportunity** to blank side frontage and artwork to corner at high level. Opportunity to reference cinema past and elaborate on existing corner artwork stories.

2 **Potential for lighting installation beacon** to reference historic photos

3 **Heritage building improvement to corner pub:** facade restoration, feature lighting and pub front garden improvements

4 **Building facade improvement to grey frontage** with green wall and/or artwork



5 **Benches and planters to boundary fence**

6 **Colourful crossing** floor artworks

7 **62a and 62b High Street shopfront improvements**

8 **New trees,** subject to detail surveys



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PUBLIC REALM & HIGHWAYS

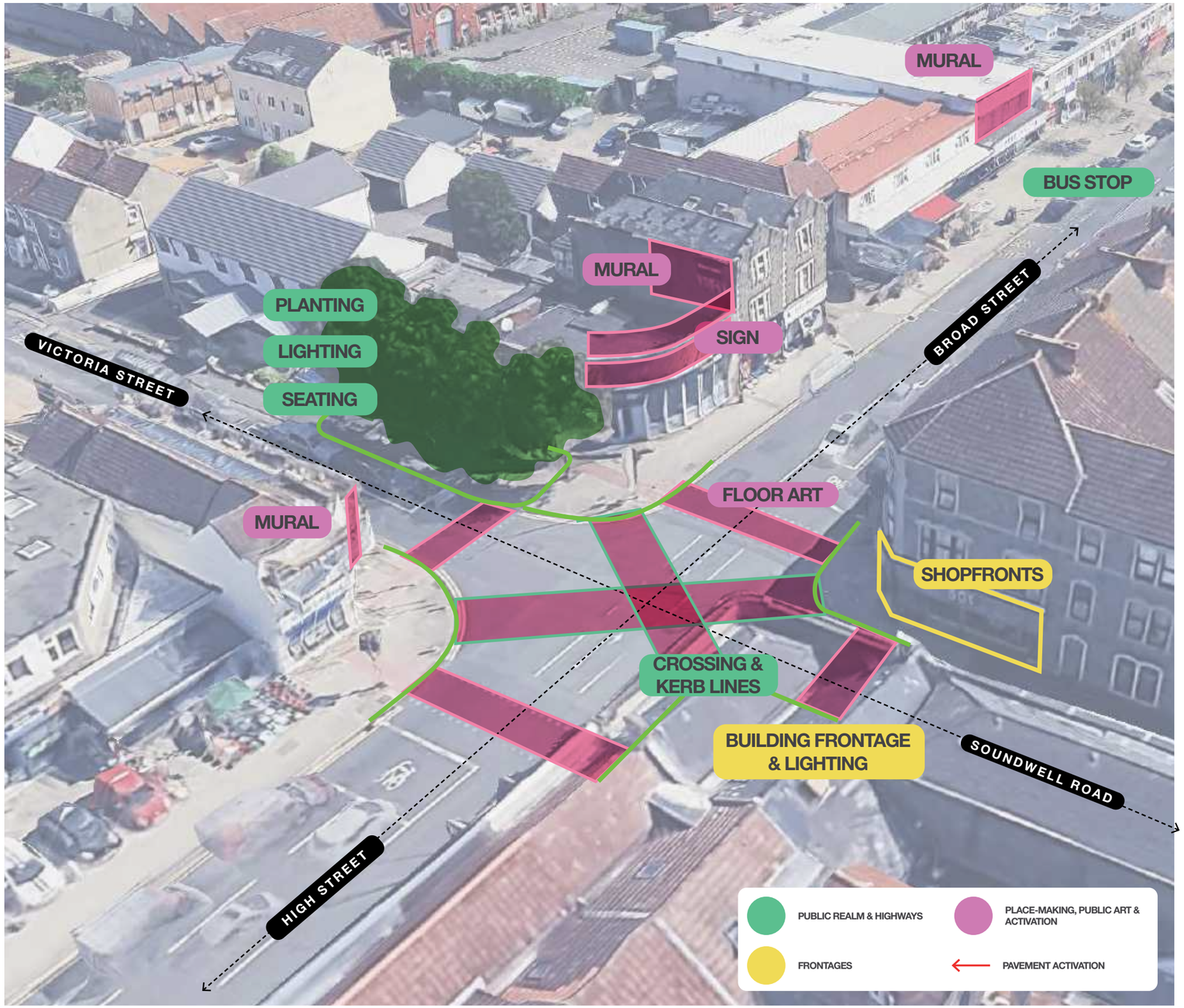
PLACE-MAKING, PUBLIC ART & ACTIVATION

FRONTAGES

Key objectives, design opportunities & interventions

High Street / Broad Street

- The junction of High Street and Broad Street feels like the heart of the High Street.
- There is an opportunity to introduce destination signage that reinforces a sense of arrival in Staple Hill.
- Similar to the High Street/Pendennis Road junction, the prominent corner buildings could be improved and enhanced alongside colourful crossings floor artworks to give bold interventions.
- A feasibility study has been commissioned to investigate and design the junction as a diagonal crossing.



High Street /Broad Street junction



Improve historic corner buildings

Opportunities for restoration works to former Portcullis Pub (soon to be restaurant with housing) and introduction of new heritage shopfronts - historic photo above shows shops, signage, murals and corner lanterns.



Diagonal crossing

A feasibility study has been commissioned to investigate the junction as a diagonal crossing, with designs to be completed in March 2027.

Existing tight curbs to be looked at as part of further feasibility study.



Underused public realm

Existing poor public realm with low tree canopies and set back uninviting bench. Graffiti tagging to existing brick wall.

NEW DIAGONAL CROSSING



Designs are indicative and subject to further site investigations, full surveys and freeholder permissions.

CROSSING

WELCOME SIGN



Leyton, East London

WELCOME SIGN



South End Croydon, We Made That

STAPLE HILL
Destination sign to curved corner building

- Pop-up letters
- or painted to brick

LIGHTING



Leyton, East London

BANNERS



South Molton St, Camila Walala

Tree lighting & bold lampost banner opportunities throughout the High St. Bristol's Gloucester Rd recently commissioned local artists to produce designs.

1 **New diagonal crossing, with extended kerb lines where possible** (Design and feasibility study project commissioned with the deadline of March 2027)

2 **Existing tree canopies raised with new seating to tree bases and bike racks.** In-ground planters with shade loving tall grasses in front of brick wall to deter tagging.

3 **New trees to wider Broad Street pavements, in line with existing trees** (subject to freeholder permissions & detail surveys)

4 **Existing planters which impede access removed**

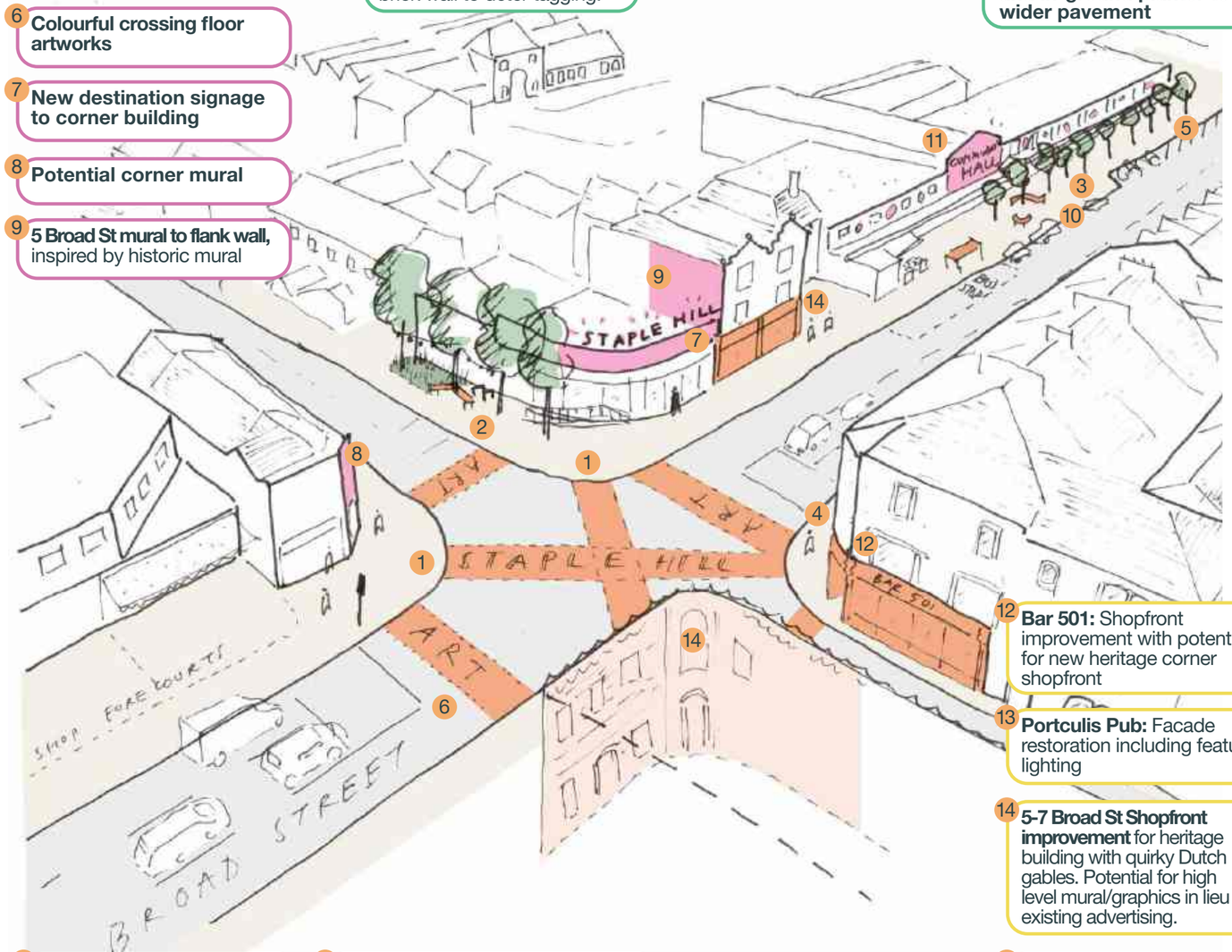
5 **131 High St: External seating and in-ground planter to wider pavement**

6 **Colourful crossing floor artworks**

7 **New destination signage to corner building**

8 **Potential corner mural**

9 **5 Broad St mural to flank wall,** inspired by historic mural



10 External seating cluster to Salvation Army to support existing events

11 **19-22 Broad St signage/artwork** opportunity canopy of Salvation Army and adjacent blank frontage at high level

12 **Bar 501:** Shopfront improvement with potential for new heritage corner shopfront

13 **Portculis Pub:** Facade restoration including feature lighting

14 **5-7 Broad St Shopfront improvement** for heritage building with quirky Dutch gables. Potential for high level mural/graphics in lieu of existing advertising.

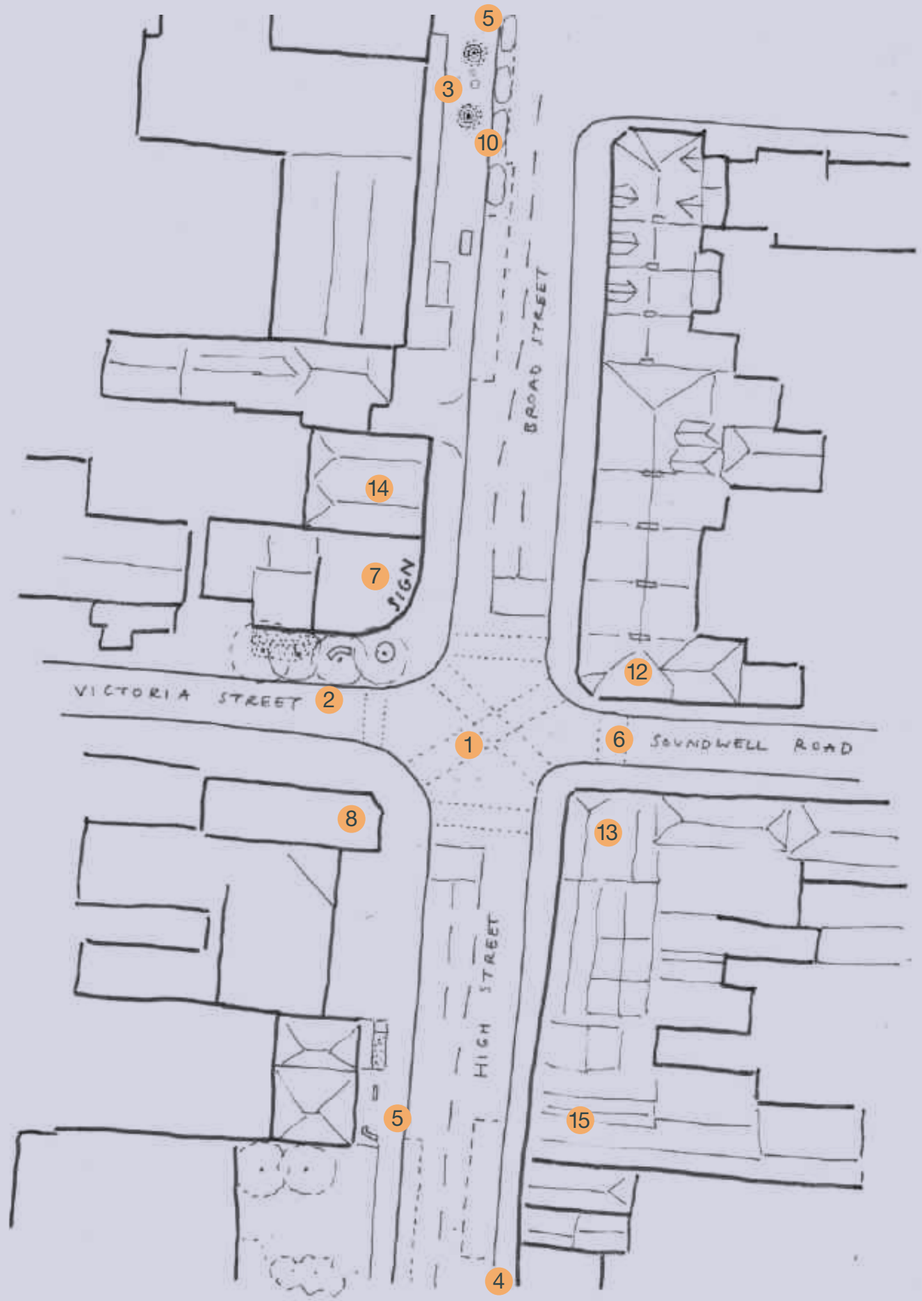
15 **120-122 High St shopfront improvement** to heritage building with quirky Dutch gables.

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PUBLIC REALM & HIGHWAYS

PLACE-MAKING, PUBLIC ART & ACTIVATION

FRONTAGES

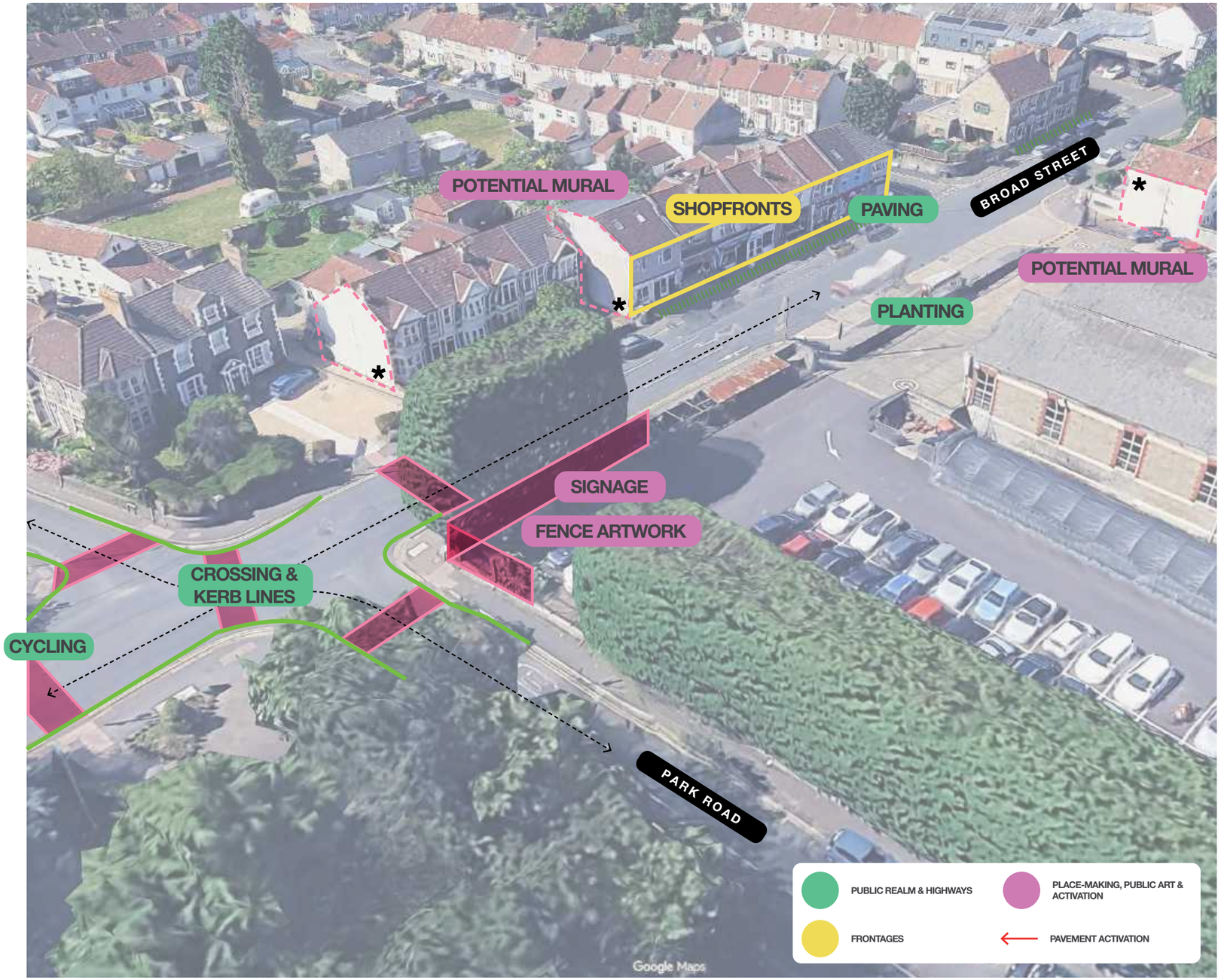


Key objectives, design opportunities & interventions

Broad Street/ Park Road / Teewell Hill

- There is a key opportunity to capitalise on Page Park's high footfall and draw more people towards Staple Hill High Street. Staple Hill's placemaking and identity could also take inspiration from Page Park, one of the area's strongest local assets.
- Currently, the High Street is not clearly visible from the junction, with only a small standalone parade of shops, which would benefit from shopfront improvements, visible from this point.
- There is an opportunity to introduce creative wayfinding and signage to the corner fence, alongside interventions to prominent flank walls (subject to private landlord permissions). Artwork themes could draw on Staple Hill's industrial heritage, including the W.D. & H.O. Wills factory, as well as its tram and railway history.
- The Bristol and Bath Railway path is nearby, this junction is a key arrival point by people on bike.

*Mural or signage potential subject to private ownership permissions



Broad Street / Page Road junction



Tram, railway & Page Park history

Opportunity to take inspiration from Staple Hill's history to inform new artworks and creative wayfinding / directional signage.



Shopfront improvement potential

Declutter and improve shop parade visible from Page Park to draw people into Staple Hill. Add canopies, improve forecourts and paving and add signage



Prominent flank walls

Potential for murals (subject to landowner permissions) to announce Staple Hill's independent shops and celebrate WDMs tram history and Staple HIll's engineering and industrial heritage



Designs are indicative and subject to further site investigations, full surveys and freeholder permissions.

SIGNAGE TO SHOPS



FENCE SIGNAGE WITH CLIMBING PLANTS



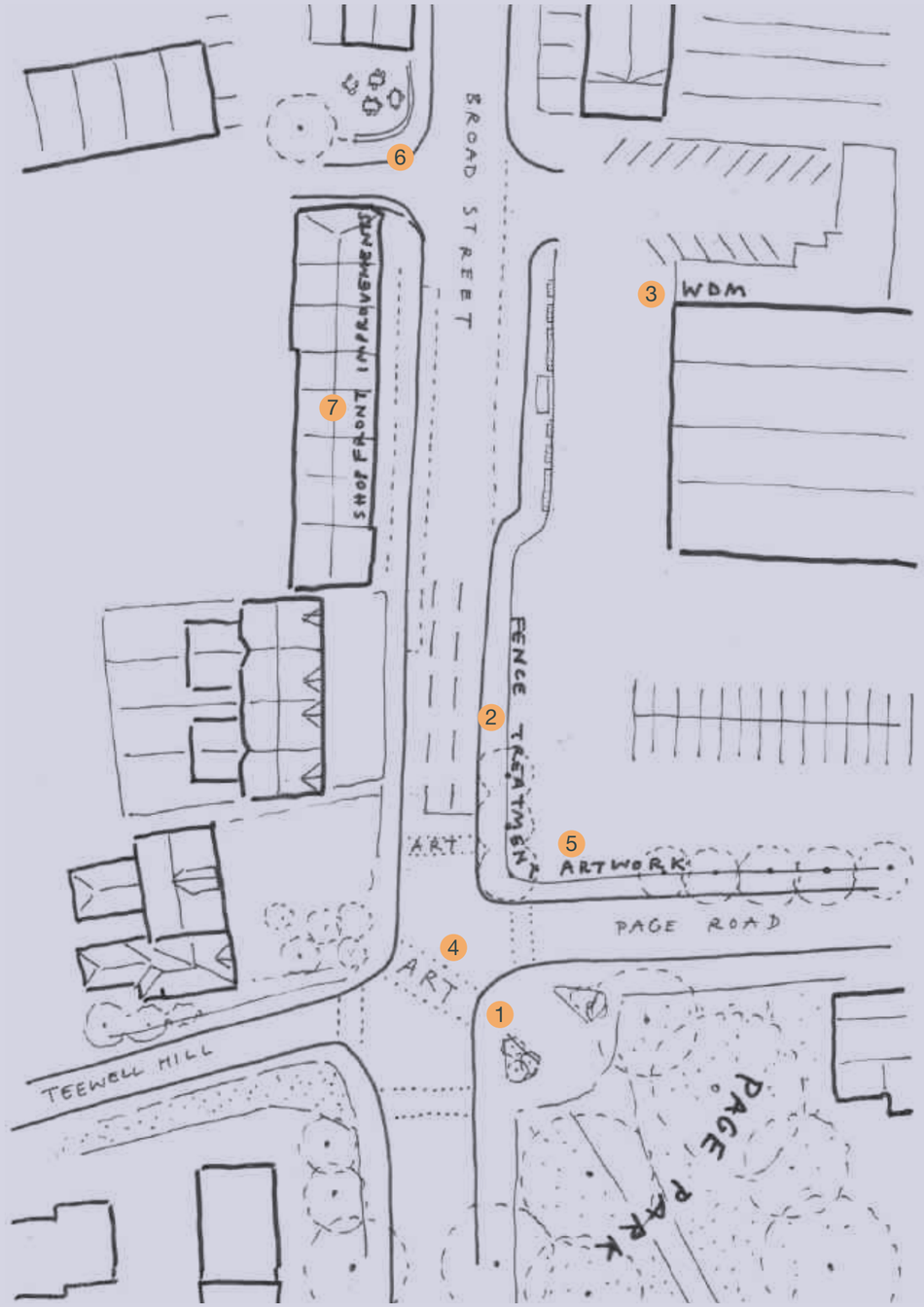


1 **New diagonal crossing**, with extended kerb lines where possible (subject to further investigations)

2 **New in-ground planters with climbing plants** along existing fence to create soften edge and setting to bus stop.

3 **Mural potential** within WDM site





4 **Colourful crossing** floor artworks

5 **New directional signage** fence artwork announcing the high street and shops nearby

6 **Potential to open up existing pub garden** to corner to allow for more animation to street

7 **80-94 Broad St Shopfront and high level building improvements** to address bin storage and pavement clutter to forecourts

Designs are indicative and subject to further site investigations, full surveys and freeholder permissions

PUBLIC REALM & HIGHWAYS

PLACE-MAKING, PUBLIC ART & ACTIVATION

FRONTAGES